



## FIRST THINGS FIRST

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June 28, 2010

Chairman Lynn and Members of the Board  
First Things First  
4000 North Central Avenue, Suite 800  
Phoenix, Arizona 85012

### RE: Graham/Greenlee Regional Partnership Council SFY 2011 Communication Plan

Dear Chairman Lynn:

The Graham/Greenlee Regional Partnership Council is pleased to present the Council's SFY 2011 Communication Plan, for your review and approval. While planning for best outcomes and considering the funds available, the Council is requesting the Board's approval of the proposed recommendation.

#### SFY2011 Communication Strategy Overview:

The Graham/Greenlee Regional Council plans to implement the following in SFY2011

- The hiring of a **part-time, temporarily contracted, Community Outreach Liaison** at a rate of up to \$12,000 to ensure that champions are identified and outreach is achieved.

It is the intention of the Council to allocate the funds, with Board approval, in the following manner:

- \$10,000 from a decrease in allocation from the un-awarded Oral Health Strategy
- \$2,000 from SFY2010 Carry Forward

The Graham/Greenlee Regional Partnership Council feels strongly that the hiring of the Community Outreach Liaison when combined with the mechanisms outlined in the SFY2010 Communication Plan will deliver a clear and precise message about First Things First.

#### SFY2010 Approved Communication Strategy Overview:

- First Things First Billboards
- Print Media
- Broadcast
- First Things First Cinema Announcement
- First Things First Posters
- First Things First Give Aways

Graham/Greenlee Regional Partnership Council

The Regional Council would like to move aggressively with this Outreach and Awareness Campaign within the region that will focus on delivery of a clear and precise message of First Things First and would like to begin implementation of this strategy effective July 1, 2010.

The Graham/Greenlee Council is pleased to offer this strategy update and is confident that the plan will facilitate greater awareness of the programs and services for Arizona Children five years and younger.

Thank you for your consideration.

Respectfully,

  
Laurie Smith, Chair  
Graham/Greenlee Regional Partnership Council



# FIRST THINGS FIRST

*The right system for bright futures*

## GRAHAM/GREENLEE REGIONAL PARTNERSHIP COUNCIL 2011 FUNDING PLAN SUMMARY

Regional Allocation 2011: \$731,985

Carry Forward from 2010: \$4,447

Funding Available for Allocation in 2011: \$736,432

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Limited access to quality early care and education.	Quality, Access & Affordability	Strategy 1 Quality First	\$86,670	Approved
Limited access to quality early care and education.	Quality, Access & Affordability	Strategy 2 Access & Affordability	\$20,000	Approved
Limited access to parenting information or resources to support children's healthy growth and development.	Family Support/Early Literacy	Strategy 5 Early Childhood Literacy Project	\$110,000	Approved
Limited access to health professionals with specialized knowledge of children birth through age five.	Health	Strategy 7 Therapist Incentive	\$75,000	Approved
Families are at a higher risk for abuse and/or neglect due to the economic and employment recession.  Limited access to parenting information or resources to support children's healthy growth and development.	Family Support/Early Literacy	Strategy 8 Home Visitation	\$300,000	Approved
Limited access to parenting information or resources to support children's healthy growth and development.	Family Support/Early Literacy	Strategy 9 Food Assistance & Nutrition	\$10,000	Approved
Limited access to Oral Health Professionals and Services available to children birth through age five.	Health	Strategy 10 Oral Health	\$120,000	Approved
	Communications	Communications	\$12,000	Recommend Approval
		Subtotal of Expenditures	\$733,670	
		Fund Balance	\$2,762	
		Grand Total	\$736,432	

## 2010-2012 Financial Summary

Revenue	SFY 2010	SFY 2011	SFY 2012 ESTIMATED	Total
FTF Total Allocation for the SFY	\$710,381	\$731,985	\$731,985	\$2,174,351
Fund Balance (carry forward from previous SFY)	N/A	\$4,447	\$2,762	
<b>Total Available Funds</b>	\$710,381	\$736,432	\$734,747	
Strategies	SFY 2010 OBLIGATED	SFY 2011 PROPOSED	SFY 2012 ESTIMATED	Total
1 Quality First	\$86,670	\$86,670	\$86,670	\$260,010
2 Access & Affordability	\$80,000	\$20,000	\$20,000	\$120,000
3 Immunizations	removed	removed	removed	\$0
4 Arizona Parent Kits	\$833	completed	completed	\$833
5 Early Childhood Literacy Project	\$100,000	\$110,000	\$110,000	\$320,000
6 Pediatric Incentive	removed	removed	removed	\$0
7 Therapist Incentive	\$150,000	\$75,000	\$37,500	\$262,500
8 Home Visitation	\$152,249	\$300,000	\$300,000	\$752,249
9. Food Assistance & Nutrition	\$0	\$10,000	\$10,000	\$20,000
10. Oral Health	\$0	\$120,000	\$130,000	\$250,000
11. Communications	\$15,000	\$12,000		\$27,000
Emergency Food Boxes	\$3,280	\$0	\$0	\$3,280
Emergency Scholarships	\$113,402	\$0	\$0	\$113,402
Needs and Assets	\$4,500	\$0	\$4,500	\$9,000
<b>Subtotal Expenditures</b>	\$705,934	\$733,670	\$698,670	\$2,138,274
<b>Fund Balance (carry forward)</b>	\$4,447	\$2,762	\$36,077	
<b>Total</b>	\$710,381	\$736,432	\$734,747	



Graham/Greenlee Regional Partnership Council  
2011 Communications Plan  
June 28, 2010

FTF Communications Plan: Objectives and regional tactics

Objective One: ensure consistent messaging about FTF internally and externally

- Distribution of FTF leave behinds
- Distribution of branded collateral materials

Objective Two: Position FTF as a leader in efforts to fulfill Arizona's commitment to our youngest kids

- Media Buys including Radio, newspaper, car decals, billboard, theater ads

Objective Three: Build and drive support from the general public, elected officials and additional target audiences for investment in programs and services for Arizona children five years old and younger

- Community outreach to recruit and retain early childhood champions in the region

Objective Four: Inform Arizona caregivers of children five years and younger about early childhood program and services, in particular FTF statewide initiatives and regionally supported strategies

- Distribution of Born Learning collateral materials as part of local parent education and awareness strategies
- Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, sponsor and/or participate in community events
- Conduct media and community outreach on grant awards and success of programs and services

Regional Communications Funding for SFY2011: \$12,000

Graham/Greenlee Regional Council's tactics for SFY2011

Objective 1 Tactics and funding amount	Objective 2 tactics and funding amount	Objective 3 tactics and funding amount Objective 4 tactics and funding amount
Tactic: Leave Behinds and Give-Aways  Estimated Cost: Funded in SFY2010	Tactic: Media Buys  Estimated Cost: Funded in SFY2010	Tactic: Part-time, temporary, Community Outreach Liaison Consultant  Estimated Cost: \$12,000

